

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>Snack Alliance, Inc.</td> <td></td> <td>01/25/2010</td> <td>CORPORATION: OREGON</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	Snack Alliance, Inc.		01/25/2010	CORPORATION: OREGON					
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<b>RECEIVING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>Nalley's Canada Limited</td> </tr> <tr> <td><b>Street Address:</b></td> <td>1030 West Georgia Street, Suite 1900</td> </tr> <tr> <td><b>City:</b></td> <td>Vancouver, B.C.</td> </tr> <tr> <td><b>State/Country:</b></td> <td>CANADA</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>V6E 2Y3</td> </tr> <tr> <td><b>Entity Type:</b></td> <td>CORPORATION: CANADA</td> </tr> </table>	<b>Name:</b>	Nalley's Canada Limited	<b>Street Address:</b>	1030 West Georgia Street, Suite 1900	<b>City:</b>	Vancouver, B.C.	<b>State/Country:</b>	CANADA	<b>Postal Code:</b>	V6E 2Y3	<b>Entity Type:</b>	CORPORATION: CANADA	
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<b>PROPERTY NUMBERS Total: 2</b>													
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<b>CORRESPONDENCE DATA</b>													
<p><b>Fax Number:</b> (503)778-5299  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p><b>Phone:</b> (503) 778-5311</p> <p><b>Email:</b> sheilamorrison@dwt.com, kristinefyfe@dwt.com</p> <p><b>Correspondent Name:</b> Sheila Fox Morrison</p> <p><b>Address Line 1:</b> Davis Wright Tremaine LLP</p> <p><b>Address Line 2:</b> 1300 SW Fifth Avenue, Suite 2300</p> <p><b>Address Line 4:</b> Portland, OREGON 97201</p>													
<b>ATTORNEY DOCKET NUMBER:</b>	43256-79												
<b>DOMESTIC REPRESENTATIVE</b>													
Name:													

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**TRADEMARK**  
**REEL: 004140 FRAME: 0403**

Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:

Sheila Fox Morrison

Signature:

/Sheila Fox Morrison/

Date:

01/29/2010

Total Attachments: 1

source=Trademark Assignment - Snack Alliance, Inc. to Nalley's Canada Ltd. - SMS and SR#page1.tif

## TRADEMARK ASSIGNMENT

WHEREAS, Snack Alliance, Inc., a corporation organized under the laws of the State of Oregon, herein Assignor, owns the following U.S. Trademark Application Nos. and has intended to use the trademarks in association with such goods/services (the "Trademarks"):

TRADEMARK	APPLICATION NO.	FILING DATE	STATUS
SNACKING MADE SIMPLE	77/833,381	September 23, 2009	Pending
SIMPLY RICE	77/726,578	April 30, 2009	Pending

WHEREAS, Nalley's Canada Limited, a corporation organized under the laws of Canada, having a principal business address of 1030 West Georgia Street, Suite 1900, Vancouver, B.C. V6E 2Y3, Canada, herein Assignee, is interested in acquiring the Trademarks, the applications and all rights associated therewith;

WHEREAS, in the applications Assignor has applied to register the Trademarks on the Principal Register in the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the Trademarks in commerce in connection with such goods/services, but has not yet filed an allegation of use under 15 U.S.C. §§ 1051(c) or 1051(d);


WHEREAS, Assignor is willing to assign the Trademarks, the applications, and all rights associated therewith, as part of the entire business or portion thereof to which the Trademarks pertain as required by 15 U.S.C. § 1060; and

WHEREAS, Assignee, as the successor of the ongoing and existing business of ASSIGNOR to which the Trademarks pertain is interested in acquiring the Trademarks, the applications, and all rights associated therewith.

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all right, title and interest in and to the Trademarks in the United States, its territories and possessions, the application, all rights associated therewith, together with the goodwill of the business symbolized thereby.

Assignor

January 25, 2010  
Date

By:   
Name: **Robert D. Armstrong**  
Title: **Vice-President, Finance &  
Chief Financial Officer**